

Tourism

Asked Legislature to designate Highway 61 as “The Blues Highway” in recognition of Mississippi’s emerging identity as the “Birthplace of America’s Music”

On the right track, Mississippi won:

- “Keeping the Blues Alive Award” from Memphis-based International Blues Foundation
- “Best Marketing Award” from Travel Industry of America

Named five Mississippi towns as “Certified Cultural Corners,” a new program under the cultural heritage theme

- Grants designated to towns with a population of less than 20,000 to preserve and promote their cultural heritage significance.
- Because Mississippi has played a vital part in American history, our culture and heritage are among our greatest assets. The tourism industry is dedicating its resources to aid in enhancing and promoting communities that have cultural assets of national importance.

- The five pilot communities, located in five different regions of the state, are:

Cleveland- Delta Region

Holly Springs-Hills Region

Ocean Springs-Coast Region

Philadelphia-Pines Region

Woodville-Capitol/River Region

Events scheduled or already recently held:

- Second “Mississippi Grammy” Event scheduled May 22
- Hosting Travel South Showcase with 600 industry officials
- Blue Cross/Blue Shield Blues Marathon
- Viking Classic
- Southern Governors Conference